

South Carolina Statewide Lodging Outlook Report
July 2019

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: July 2019	July 2019	% Chg	July 2019	% Chg	July 2019	% Chg	% Chg	% Chg	% Chg
United States	73.8%	0.4%	\$135.04	0.7%	\$99.62	1.1%	3.1%	2.0%	2.4%
South Atlantic**	73.0%	-0.1%	\$127.14	1.4%	\$92.76	1.3%	3.3%	2.0%	1.9%
South Carolina	72.9%	-1.4%	\$142.90	-1.5%	\$104.14	-2.9%	0.0%	3.0%	1.6%
Year-to-Date: January through July 2019	Jan-Jul 2019	% Chg	Jan-Jul 2019	% Chg	Jan-Jul 2019	% Chg	% Chg	% Chg	% Chg
United States	67.1%	0.1%	\$131.85	1.1%	\$88.45	1.2%	3.2%	2.0%	2.1%
South Atlantic**	70.1%	0.3%	\$133.18	1.6%	\$93.35	1.9%	3.9%	2.0%	2.3%
South Carolina	66.0%	-0.4%	\$121.53	0.2%	\$80.21	-0.3%	2.6%	2.9%	2.5%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Aug 2019	Sep 2019	Oct 2019
STR, Inc. <i>As of August 2019</i>	Occupancy Forecast	69.1%	60.8%	65.8%
	% Chg vs same month in previous year	-1.3%	2.2%	-1.3%

Source: STR, Inc.